A9055-34 4/90

TVB

A RESEARCH TREND REPORT

TRENDS IN ADVERTISING VOLUME

The McCann-Erickson U.S. advertising volume reports represent all expenditures by U.S. advertisers—national, local, private individuals, etc. The expenditures, by medium, include all commissions as well as the art, mechanical and production expenses which are part of the advertisers' budgets for each medium. *Source:* Prepared for ADVERTISING AGE by Robert J. Coen, McCann-Erickson.

Prepared by the TVB Research Department

3/90

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1988 $MILL.	1988 SHARE	1988 % CHG	1989(pre) $MILL.	1989(pre) SHARE	1989(pre) % CHG
NEWSPAPERS						
TOTAL	31,197	26.4%	6.1%	32,510	26.0%	4.2%
NATIONAL	3,586	3.0%	2.6%	3,700	3.0%	3.2%
LOCAL	27,611	23.4%	6.5%	28,810	23.0%	4.3%
MAGAZINES						
TOTAL	6,072	5.1%	8.3%	6,750	5.4%	11.2%
WEEKLIES	2,646	2.2%	8.2%	2,950	2.4%	11.5%
WOMEN'S	1,504	1.3%	6.1%	1,645	1.3%	9.4%
MONTHLIES	1,922	1.6%	10.1%	2,155	1.7%	12.1%
FARM PUBLICATION	196	0.2%	0.0%	210	0.2%	7.1%
TELEVISION						
TOTAL	25,686	21.8%	7.5%	27,215	21.8%	6.0%
NETWORK TV	9,172	7.8%	7.9%	9,260	7.4%	1.0%
SPOT TV	7,147	6.1%	4.4%	7,400	5.9%	3.5%
NAT. SYN	901	0.8%	18.2%	1,215	1.0%	34.9%
LOCAL TV	7,270	6.2%	6.4%	7,775	6.2%	7.0%
CABLE NETS	942	0.8%	24.0%	1,225	1.0%	30.0%
CABLE LOC.	254	0.1%	25.1%	340	0.3%	33.9%
RADIO						
TOTAL	7,798	6.6%	8.2%	8,385	6.7%	7.5%
NETWORK	425	0.4%	2.9%	475	0.4%	11.8%
SPOT	1,418	1.2%	6.6%	1,560	1.2%	10.0%
LOCAL	5,955	5.0%	9.0%	6,350	5.1%	6.6%
YELLOW PAGES						
TOTAL	7,781	6.6%	6.6%	8,355	6.7%	7.4%
NATIONAL	944	0.8%	13.7%	1,040	0.8%	10.2%
LOCAL	6,837	5.8%	5.7%	7,315	5.9%	7.0%
DIRECT MAIL	21,115	17.9%	10.5%	22,175	17.8%	5.0%
BUSINESS PAPER	2,610	2.2%	6.2%	2,765	2.2%	5.9%
OUTDOOR						
TOTAL	1,064	0.9%	3.8%	1,115	0.9%	4.8%
NATIONAL	628	0.5%	2.1%	655	0.5%	4.3%
LOCAL	436	0.4%	6.3%	460	0.4%	5.5%
MISCELLANEOUS						
TOTAL	14,531	12.3%	8.2%	15,360	12.3%	5.7%
NATIONAL	10,454	8.9%	7.7%	11,070	8.9%	5.9%
LOCAL	4,077	3.4%	9.4%	4,290	3.4%	5.2%
TOTAL						
NATIONAL	65,610	55.6%	8.2%	69,500	57.4%	5.9%
LOCAL	52,440	44.4%	7.0%	55,340	42.6%	5.5%
GRAND TOTAL	118,050	100.0%	7.7%	124,840	100.0%	5.8%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1984 $MILL.	1984 SHARE	1985 $MILL.	1985 SHARE	1986 $MILL.	1986 SHARE	1987 $MILL.	1987 SHARE
NEWSPAPERS								
TOTAL	23,522	26.8%	25,170	26.6%	26,990	26.4%	29,412	26.8%
NATIONAL	3,081	3.5%	3,352	3.5%	3,376	3.3%	3,494	3.2%
LOCAL	20,441	23.3%	21,818	23.1%	23,614	23.1%	25,918	23.6%
MAGAZINES								
TOTAL	4,932	5.6%	5,155	5.4%	5,317	5.2%	5,607	5.1%
WEEKLIES	2,224	2.5%	2,297	2.4%	2,327	2.3%	2,445	2.2%
WOMEN'S	1,209	1.4%	1,294	1.4%	1,376	1.3%	1,417	1.3%
MONTHLIES	1,499	1.7%	1,564	1.6%	1,614	1.6%	1,745	1.6%
FARM PUBLICATION	181	0.2%	186	0.2%	192	0.2%	196	0.2%
TELEVISION								
TOTAL	19,848	22.6%	21,022	22.2%	22,881	22.4%	23,904	21.8%
NETWORK TV	8,318	9.5%	8,060	8.5%	8,342	8.2%	8,500	7.8%
SPOT TV	5,488	6.2%	6,004	6.3%	6,570	6.4%	6,846	6.2%
NAT. SYN	420	0.5%	520	0.5%	600	0.6%	762	0.7%
LOCAL TV	5,084	5.8%	5,714	6.0%	6,514	6.4%	6,833	6.2%
CABLE NETS	458	0.5%	594	0.6%	676	0.7%	760	0.7%
CABLE LOC.	80	0.1%	130	0.3%	179	0.1%	203	0.2%
RADIO								
TOTAL	5,817	6.6%	6,490	6.8%	6,949	6.8%	7,206	6.6%
NETWORK	320	0.4%	365	0.4%	423	0.4%	413	0.4%
SPOT	1,197	1.4%	1,335	1.4%	1,348	1.3%	1,330	1.2%
LOCAL	4,300	4.8%	4,790	5.0%	5,178	5.1%	5,463	5.0%
YELLOW PAGES								
TOTAL	4,900	5.6%	5,800	6.1%	6,500	6.4%	7,300	6.7%
NATIONAL	580	0.7%	695	0.7%	759	0.7%	830	0.8%
LOCAL	4,320	4.9%	5,105	5.4%	5,741	5.7%	6,470	5.9%
DIRECT MAIL	13,800	15.7%	15,500	16.4%	17,145	16.8%	19,111	17.4%
BUSINESS PAPER	2,270	2.6%	2,375	2.5%	2,382	2.3%	2,458	2.2%
OUTDOOR								
TOTAL	872	1.0%	945	1.0%	985	1.0%	1,025	0.9%
NATIONAL	562	0.6%	610	0.6%	600	0.6%	615	0.6%
LOCAL	310	0.4%	335	0.4%	385	0.4%	410	0.3%
MISCELLANEOUS								
TOTAL	11,678	13.3%	12,107	12.8%	12,799	12.5%	13,431	12.3%
NATIONAL	8,083	9.2%	8,604	9.1%	9,120	8.9%	9,703	8.8%
LOCAL	3,595	4.1%	3,503	3.7%	3,679	3.6%	3,728	3.5%
TOTAL								
NATIONAL	49,690	56.6%	53,355	56.3%	56,850	55.7%	60,625	55.3%
LOCAL	38,130	43.4%	41,395	43.7%	45,290	44.3%	49,025	44.7%
GRAND TOTAL	87,820	100.0%	94,750	100.0%	102,140	100.0%	109,650	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1980 $MILL.	1980 SHARE	1981 $MILL.	1981 SHARE	1982 $MILL.	1982 SHARE	1983 $MILL.	1983 SHARE
NEWSPAPERS								
TOTAL	14,794	27.6%	16,528	27.4%	17,694	26.6%	20,582	27.1%
NATIONAL	1,963	3.7%	2,259	3.7%	2,452	3.7%	2,734	3.6%
LOCAL	12,831	23.9%	14,269	23.7%	15,242	22.9%	17,848	23.5%
MAGAZINES								
TOTAL	3,149	5.9%	3,533	5.8%	3,710	5.6%	4,233	5.6%
WEEKLIES-	1,418	2.6%	1,598	2.6%	1,659	2.5%	1,917	2.5%
WOMEN'S	782	1.5%	853	1.4%	904	1.4%	1,056	1.4%
MONTHLIES	949	1.8%	1,082	1.8%	1,147	1.7%	1,260	1.7%
FARM PUBLICATION	130	0.2%	146	0.2%	148	0.2%	163	0.2%
TELEVISION								
TOTAL	11,469	21.4%	12,846	21.3%	14,636	22.0%	16,759	22.1%
NETWORK TV	5,130	9.6%	5,540	9.2%	6,144	9.2%	6,955	9.2%
SPOT TV	3,269	6.1%	3,746	6.2%	4,364	6.6%	4,827	6.4%
NAT. SYN	50	0.1%	75	0.1%	150	0.2%	300	0.4%
LOCAL TV	2,967	5.5%	3,368	5.6%	3,765	5.7%	4,345	5.7%
CABLE NETS	45	0.1%	100	0.2%	181	0.3%	282	0.4%
CABLE LOC.	8	0.0%	17	0.0%	32	0.0%	50	0.0%
RADIO								
TOTAL	3,702	6.9%	4,230	7.0%	4,670	7.0%	5,210	6.9%
NETWORK	183	0.3%	230	0.4%	255	0.4%	296	0.4%
SPOT	779	1.5%	879	1.5%	923	1.4%	1,038	1.4%
LOCAL	2,740	5.1%	3,121	5.1%	3,492	5.2%	3,876	5.1%
YELLOW PAGES								
TOTAL	2,900	5.4%	3,300	5.5%	3,800	5.7%	4,400	5.8%
NATIONAL	330	0.6%	380	0.6%	433	0.7%	489	0.6%
LOCAL	2,570	4.8%	2,920	4.9%	3,367	5.0%	3,911	5.2%
DIRECT MAIL	7,596	14.2%	8,944	14.8%	10,319	15.5%	11,795	15.6%
BUSINESS PAPER	1,674	3.1%	1,841	3.0%	1,876	2.8%	1,990	2.6%
OUTDOOR								
TOTAL	578	1.1%	650	1.1%	721	1.1%	794	1.0%
NATIONAL	364	0.7%	419	0.7%	465	0.7%	512	0.7%
LOCAL	214	0.4%	231	0.4%	256	0.4%	282	0.3%
MISCELLANEOUS								
TOTAL	7,558	14.2%	8,412	13.9%	9,006	13.5%	9,924	13.1%
NATIONAL	5,153	9.6%	5,798	9.6%	6,365	9.6%	6,911	9.1%
LOCAL	2,405	4.6%	2,614	4.3%	2,641	3.9%	3,013	4.0%
TOTAL								
NATIONAL	29,815	55.7%	33,890	56.1%	37,785	56.8%	42,525	56.1%
LOCAL	23,735	44.3%	26,540	43.9%	28,795	43.2%	33,325	43.9%
GRAND TOTAL	53,550	100.0%	60,430	100.0%	66,580	100.0%	75,850	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1976 $MILL.	1976 SHARE	1977 $MILL.	1977 SHARE	1978 $MILL.	1978 SHARE	1979 $MILL.	1979 SHARE
NEWSPAPERS								
TOTAL	9,618	28.9%	10,751	28.7%	12,214	28.2%	13,863	28.4%
NATIONAL	1,342	4.0%	1,472	3.9%	1,541	3.6%	1,770	3.6%
LOCAL	8,276	24.9%	9,279	24.8%	10,673	24.6%	12,093	24.8%
MAGAZINES								
TOTAL	1,789	5.4%	2,162	5.8%	2,597	6.0%	2,932	6.0%
WEEKLIES	748	2.2%	903	2.4%	1,158	2.7%	1,327	2.7%
WOMEN'S	457	1.4%	565	1.5%	672	1.6%	730	1.5%
MONTHLIES	584	1.8%	694	1.9%	767	1.7%	875	1.8%
FARM PUBLICATION	86	0.3%	90	0.2%	104	0.2%	120	0.2%
TELEVISION								
TOTAL	6,721	20.2%	7,612	20.3%	8,955	20.7%	10,154	20.8%
NETWORK TV	2,857	8.6%	3,460	9.2%	3,975	9.2%	4,599	9.4%
SPOT TV	2,154	6.5%	2,204	5.9%	2,607	6.0%	2,873	5.9%
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL TV	1,710	5.1%	1,948	5.2%	2,373	5.5%	2,682	5.5%
CABLE NETS	----	----	----	----	----	----	----	----
CABLE LOC.	----	----	----	----	----	----	----	----
RADIO								
TOTAL	2,330	7.0%	2,634	7.0%	3,052	7.0%	3,310	6.8%
NETWORK	105	0.3%	137	0.4%	147	0.3%	161	0.3%
SPOT	518	1.6%	546	1.5%	620	1.4%	665	1.4%
LOCAL	1,707	5.1%	1,951	5.1%	2,285	5.3%	2,484	5.1%
YELLOW PAGES								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
DIRECT MAIL	4,786	14.4%	5,164	13.8%	5,987	13.8%	6,653	13.6%
BUSINESS PAPER	1,035	3.1%	1,221	3.3%	1,400	3.2%	1,575	3.2%
OUTDOOR								
TOTAL	383	1.2%	418	1.1%	466	1.1%	540	1.1%
NATIONAL	252	0.8%	290	0.8%	307	0.7%	355	0.7%
LOCAL	131	0.4%	128	0.3%	159	0.4%	185	0.4%
MISCELLANEOUS *								
TOTAL	6,552	19.5%	7,388	19.8%	8,555	19.8%	9,633	19.9%
NATIONAL	3,431	10.3%	3,849	10.3%	4,435	10.2%	4,992	10.2%
LOCAL	3,121	9.2%	3,539	9.5%	4,120	9.6%	4,641	9.7%
TOTAL								
NATIONAL	18,355	55.1%	20,595	55.0%	23,720	54.7%	26,695	54.7%
LOCAL	14,945	44.9%	16,845	45.0%	19,610	45.3%	22,085	45.3%
GRAND TOTAL	33,300	100.0%	37,440	100.0%	43,330	100.0%	48,780	100.0%

Source : McCann-Erickson, Inc.
*** Miscellaneous includes Yellow Pages prior to 1980.**

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1972 $MILL.	1972 SHARE	1973 $MILL.	1973 SHARE	1974 $MILL.	1974 SHARE	1975 $MILL.	1975 SHARE
NEWSPAPERS								
TOTAL	6,938	29.9%	7,481	29.9%	7,842	29.5%	8,234	29.5%
NATIONAL	1,062	4.6%	1,049	4.2%	1,105	4.2%	1,109	4.0%
LOCAL	5,876	25.3%	6,432	25.7%	6,737	25.3%	7,125	25.5%
MAGAZINES								
TOTAL	1,440	6.2%	1,448	5.8%	1,504	5.6%	1,465	5.3%
WEEKLIES	610	2.6%	583	2.3%	630	2.4%	612	2.2%
WOMEN'S	368	1.6%	362	1.4%	372	1.4%	368	1.3%
MONTHLIES	462	2.0%	503	2.1%	502	1.8%	485	1.8%
FARM PUBLICATION	59	0.3%	65	0.3%	72	0.3%	74	0.3%
TELEVISION								
TOTAL	4,091	17.6%	4,460	17.9%	4,854	18.2%	5,263	18.9%
NETWORK TV	1,804	7.8%	1,968	7.9%	2,145	8.1%	2,306	8.3%
SPOT TV	1,318	5.7%	1,377	5.5%	1,497	5.6%	1,623	5.8%
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL TV	969	4.1%	1,115	4.5%	1,212	4.5%	1,334	4.8%
CABLE NETS	----	----	----	----	----	----	----	----
CABLE LOC.	----	----	----	----	----	----	----	----
RADIO								
TOTAL	1,612	6.9%	1,723	6.9%	1,837	6.9%	1,980	7.1%
NETWORK	74	0.3%	68	0.3%	69	0.3%	83	0.3%
SPOT	402	1.7%	400	1.6%	405	1.5%	436	1.6%
LOCAL	1,136	4.9%	1,255	5.0%	1,363	5.1%	1,461	5.2%
YELLOW PAGES								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
DIRECT MAIL	3,420	14.7%	3,698	14.8%	4,054	15.2%	4,124	14.8%
BUSINESS PAPER	781	3.4%	865	3.5%	900	3.4%	919	3.3%
OUTDOOR								
TOTAL	292	1.3%	308	1.2%	309	1.2%	335	1.2%
NATIONAL	192	0.8%	200	0.8%	203	0.8%	220	0.8%
LOCAL	100	0.5%	108	0.4%	106	0.4%	115	0.4%
MISCELLANEOUS *								
TOTAL	4,577	19.7%	4,932	19.7%	5,248	19.7%	5,506	19.6%
NATIONAL	2,428	10.5%	2,562	10.3%	2,746	10.3%	2,841	10.2%
LOCAL	2,149	9.2%	2,370	9.4%	2,502	9.4%	2,665	9.4%
TOTAL								
NATIONAL	12,980	55.9%	13,700	54.8%	14,700	55.2%	15,200	54.5%
LOCAL	10,230	44.1%	11,280	45.2%	11,920	44.8%	12,700	45.5%
GRAND TOTAL	23,210	100.0%	24,980	100.0%	26,620	100.0%	27,900	100.0%

Source : McCann-Erickson, Inc.
*** Miscellaneous includes Yellow Pages prior to 1980.**

TOTAL ADVERTISING VOLUME IN THE UNITED STATES (IN MILLIONS)

MEDIUM	1964	1965	1966	1967	1968	1969	1970	1971
NEWSPAPERS								
TOTAL	4,120	4,426	4,865	4,910	5,232	5,714	5,704	6,167
NATIONAL	773	784	887	846	889	943	891	972
LOCAL	3,347	3,642	3,978	4,064	4,343	4,771	4,813	5,195
MAGAZINES								
TOTAL	1,074	1,161	1,254	1,245	1,283	1,344	1,292	1,370
WEEKLIES	583	610	658	651	657	662	617	626
WOMEN'S	231	269	280	282	284	308	301	340
MONTHLIES	260	282	316	312	342	374	374	404
FARM PUBLICATION	66	71	70	68	68	64	62	57
TELEVISION								
TOTAL	2,289	2,515	2,823	2,909	3,231	3,585	3,596	3,534
NETWORK TV	1,132	1,237	1,393	1,455	1,523	1,678	1,658	1,593
SPOT TV	806	892	988	988	1,131	1,253	1,234	1,145
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL TV	351	386	442	466	577	654	704	796
CABLE NETS	----	----	----	----	----	----	----	----
CABLE LOC.	----	----	----	----	----	----	----	----
RADIO								
TOTAL	846	917	1,010	1,048	1,190	1,264	1,308	1,445
NETWORK	59	60	63	64	63	59	56	63
SPOT	256	275	308	314	360	368	371	395
LOCAL	531	582	639	670	767	837	881	987
YELLOW PAGES								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
DIRECT MAIL	2,184	2,324	2,461	2,488	2,612	2,670	2,766	3,067
BUSINESS PAPER	623	671	712	707	714	752	740	720
OUTDOOR								
TOTAL	175	180	178	191	208	213	234	261
NATIONAL	117	120	118	126	137	138	154	172
LOCAL	58	60	60	65	71	75	80	89
MISCELLANEOUS *								
TOTAL	2,773	2,985	3,257	3,304	3,552	3,814	3,848	4,079
NATIONAL	1,630	1,745	1,896	1,909	2,020	2,131	2,126	2,201
LOCAL	1,143	1,240	1,361	1,395	1,532	1,683	1,722	1,878
TOTAL								
NATIONAL	8,720	9,340	10,150	10,210	10,800	11,400	11,350	11,755
LOCAL	5,430	5,910	6,480	6,660	7,290	8,020	8,200	8,945
GRAND TOTAL	14,150	15,250	16,630	16,870	18,090	19,420	19,550	20,700

Source : McCann-Erickson, Inc.
*** Miscellaneous includes Yellow Pages prior to 1980.**

TOTAL ADVERTISING VOLUME IN THE UNITED STATES (IN MILLIONS)

MEDIUM	1956	1957	1958	1959	1960	1961	1962	1963
NEWSPAPERS								
TOTAL	3,223	3,268	3,176	3,526	3,681	3,601	3,659	3,780
NATIONAL	754	768	724	773	778	744	722	702
LOCAL	2,469	2,500	2,452	2,753	2,903	2,857	2,937	3,078
MAGAZINES								
TOTAL	758	777	734	832	909	895	942	1,002
WEEKLIES	440	451	425	479	525	508	519	540
WOMEN'S	166	165	151	168	184	187	200	218
MONTHLIES	152	161	158	185	200	200	223	244
FARM PUBLICATION	73	71	67	71	66	62	65	66
TELEVISION								
TOTAL	1,225	1,286	1,387	1,529	1,627	1,691	1,897	2,032
NETWORK TV	643	690	742	776	820	887	976	1,025
SPOT TV	329	352	397	486	527	548	629	698
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL TV	253	244	248	267	280	256	292	309
CABLE NETS	----	----	----	----	----	----	----	----
CABLE LOC.	----	----	----	----	----	----	----	----
RADIO								
TOTAL	567	618	620	656	693	683	736	789
NETWORK	60	63	58	44	43	43	46	56
SPOT	161	187	190	206	222	220	233	243
LOCAL	346	368	372	406	428	420	457	490
YELLOW PAGES								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
DIRECT MAIL	1,419	1,471	1,589	1,688	1,830	1,850	1,933	2,078
BUSINESS PAPER	496	568	525	569	609	578	597	615
OUTDOOR								
TOTAL	201	199	192	193	203	180	171	171
NATIONAL	136	134	130	130	137	122	115	115
LOCAL	65	65	62	63	66	58	56	56
MISCELLANEOUS *								
TOTAL	1,948	2,012	2,020	2,206	2,342	2,320	2,430	2,567
NATIONAL	1,111	1,169	1,184	1,280	1,364	1,366	1,437	1,520
LOCAL	837	843	836	926	978	954	993	1,047
TOTAL								
NATIONAL	5,940	6,250	6,340	6,855	7,305	7,315	7,695	8,120
LOCAL	3,970	4,020	3,970	4,415	4,655	4,545	4,735	4,980
GRAND TOTAL	9,910	10,270	10,310	11,270	11,960	11,860	12,430	13,100

Source : McCann-Erickson, Inc.
*** Miscellaneous includes Yellow Pages prior to 1980.**

A9055-3U

10/90

TVB

A RESEARCH TREND REPORT

TRENDS IN ADVERTISING VOLUME

The McCann-Erickson U.S. advertising volume reports represent all expenditures by U.S. advertisers—national, local, private individuals, etc. The expenditures, by medium, include all commissions as well as the art, mechanical and production expenses which are part of the advertisers' budgets for each medium. *Source:* Prepared for ADVERTISING AGE by Robert J. Coen, McCann-Erickson.

Prepared by the TVB Research Department

5/90

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1988 $MILL.	1988 SHARE	1988 % CHG	1989 $MILL.	1989 SHARE	1989 % CHG
NEWSPAPERS						
TOTAL	31,197	26.4%	6.1%	32,368	26.1%	3.8%
NATIONAL	3,586	3.0%	2.6%	3,720	3.0%	3.7%
LOCAL	27,611	23.4%	6.5%	28,648	23.1%	3.8%
MAGAZINES						
TOTAL	6,072	5.1%	8.3%	6,716	5.4%	10.6%
WEEKLIES	2,646	2.2%	8.2%	2,813	2.3%	6.3%
WOMEN'S	1,504	1.3%	6.1%	1,710	1.4%	13.7%
MONTHLIES	1,922	1.6%	10.1%	2,193	1.7%	14.1%
FARM PUBLICATION	196	0.2%	0.0%	212	0.2%	8.2%
TELEVISION						
TOTAL	25,686	21.8%	7.5%	26,891	21.7%	4.7%
NETWORK TV	9,172	7.8%	7.9%	9,110	7.4%	-0.7%
SPOT TV	7,147	6.1%	4.4%	7,354	5.9%	2.9%
NAT. SYN	901	0.8%	18.2%	1,288	1.0%	43.0%
LOCAL TV	7,270	6.2%	6.4%	7,612	6.1%	4.7%
CABLE NETS	942	0.8%	24.0%	1,197	1.0%	27.1%
CABLE LOC.	254	0.1%	25.1%	330	0.3%	29.9%
RADIO						
TOTAL	7,798	6.6%	8.2%	8,323	6.8%	6.7%
NETWORK	425	0.4%	2.9%	476	0.4%	12.0%
SPOT	1,418	1.2%	6.6%	1,547	1.3%	9.1%
LOCAL	5,955	5.0%	9.0%	6,300	5.1%	5.8%
YELLOW PAGES						
TOTAL	7,781	6.6%	6.6%	8,330	6.7%	7.1%
NATIONAL	944	0.8%	13.7%	1,011	0.8%	7.1%
LOCAL	6,837	5.8%	5.7%	7,319	5.9%	7.0%
DIRECT MAIL	21,115	17.9%	10.5%	21,945	17.7%	3.9%
BUSINESS PAPER	2,610	2.2%	6.2%	2,763	2.2%	5.9%
OUTDOOR						
TOTAL	1,064	0.9%	3.8%	1,111	0.9%	4.4%
NATIONAL	628	0.5%	2.1%	653	0.5%	4.0%
LOCAL	436	0.4%	6.3%	458	0.4%	5.0%
MISCELLANEOUS						
TOTAL	14,531	12.3%	8.2%	15,271	12.3%	5.1%
NATIONAL	10,454	8.9%	7.7%	10,998	8.9%	5.2%
LOCAL	4,077	3.4%	9.4%	4,273	3.4%	4.8%
TOTAL						
NATIONAL	65,610	55.6%	8.2%	68,990	55.7%	5.2%
LOCAL	52,440	44.4%	7.0%	54,940	44.3%	4.8%
GRAND TOTAL	118,050	100.0%	7.7%	123,930	100.0%	5.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1984 $MILL.	1984 SHARE	1985 $MILL.	1985 SHARE	1986 $MILL.	1986 SHARE	1987 $MILL.	1987 SHARE
NEWSPAPERS								
TOTAL	23,522	26.8%	25,170	26.6%	26,990	26.4%	29,412	26.8%
NATIONAL	3,081	3.5%	3,352	3.5%	3,376	3.3%	3,494	3.2%
LOCAL	20,441	23.3%	21,818	23.1%	23,614	23.1%	25,918	23.6%
MAGAZINES								
TOTAL	4,932	5.6%	5,155	5.4%	5,317	5.2%	5,607	5.1%
WEEKLIES	2,224	2.5%	2,297	2.4%	2,327	2.3%	2,445	2.2%
WOMEN'S	1,209	1.4%	1,294	1.4%	1,376	1.3%	1,417	1.3%
MONTHLIES	1,499	1.7%	1,564	1.6%	1,614	1.6%	1,745	1.6%
FARM PUBLICATION	181	0.2%	186	0.2%	192	0.2%	196	0.2%
TELEVISION								
TOTAL	19,848	22.6%	21,022	22.2%	22,881	22.4%	23,904	21.8%
NETWORK TV	8,318	9.5%	8,060	8.5%	8,342	8.2%	8,500	7.8%
SPOT TV	5,488	6.2%	6,004	6.3%	6,570	6.4%	6,846	6.2%
NAT. SYN	420	0.5%	520	0.5%	600	0.6%	762	0.7%
LOCAL TV	5,084	5.8%	5,714	6.0%	6,514	6.4%	6,833	6.2%
CABLE NETS	458	0.5%	594	0.6%	676	0.7%	760	0.7%
CABLE LOC.	80	0.1%	130	0.3%	179	0.1%	203	0.2%
RADIO								
TOTAL	5,817	6.6%	6,490	6.8%	6,949	6.8%	7,206	6.6%
NETWORK	320	0.4%	365	0.4%	423	0.4%	413	0.4%
SPOT	1,197	1.4%	1,335	1.4%	1,348	1.3%	1,330	1.2%
LOCAL	4,300	4.8%	4,790	5.0%	5,178	5.1%	5,463	5.0%
YELLOW PAGES								
TOTAL	4,900	5.6%	5,800	6.1%	6,500	6.4%	7,300	6.7%
NATIONAL	580	0.7%	695	0.7%	759	0.7%	830	0.8%
LOCAL	4,320	4.9%	5,105	5.4%	5,741	5.7%	6,470	5.9%
DIRECT MAIL	13,800	15.7%	15,500	16.4%	17,145	16.8%	19,111	17.4%
BUSINESS PAPER	2,270	2.6%	2,375	2.5%	2,382	2.3%	2,458	2.2%
OUTDOOR								
TOTAL	872	1.0%	945	1.0%	985	1.0%	1,025	0.9%
NATIONAL	562	0.6%	610	0.6%	600	0.6%	615	0.6%
LOCAL	310	0.4%	335	0.4%	385	0.4%	410	0.3%
MISCELLANEOUS								
TOTAL	11,678	13.3%	12,107	12.8%	12,799	12.5%	13,431	12.3%
NATIONAL	8,083	9.2%	8,604	9.1%	9,120	8.9%	9,703	8.8%
LOCAL	3,595	4.1%	3,503	3.7%	3,679	3.6%	3,728	3.5%
TOTAL								
NATIONAL	49,690	56.6%	53,355	56.3%	56,850	55.7%	60,625	55.3%
LOCAL	38,130	43.4%	41,395	43.7%	45,290	44.3%	49,025	44.7%
GRAND TOTAL	87,820	100.0%	94,750	100.0%	102,140	100.0%	109,650	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1980 $MILL.	1980 SHARE	1981 $MILL.	1981 SHARE	1982 $MILL.	1982 SHARE	1983 $MILL.	1983 SHARE
NEWSPAPERS								
TOTAL	14,794	27.6%	16,528	27.4%	17,694	26.6%	20,582	27.1%
NATIONAL	1,963	3.7%	2,259	3.7%	2,452	3.7%	2,734	3.6%
LOCAL	12,831	23.9%	14,269	23.7%	15,242	22.9%	17,848	23.5%
MAGAZINES								
TOTAL	3,149	5.9%	3,533	5.8%	3,710	5.6%	4,233	5.6%
WEEKLIES	1,418	2.6%	1,598	2.6%	1,659	2.5%	1,917	2.5%
WOMEN'S	782	1.5%	853	1.4%	904	1.4%	1,056	1.4%
MONTHLIES	949	1.8%	1,082	1.8%	1,147	1.7%	1,260	1.7%
FARM PUBLICATION	130	0.2%	146	0.2%	148	0.2%	163	0.2%
TELEVISION								
TOTAL	11,469	21.4%	12,846	21.3%	14,636	22.0%	16,759	22.1%
NETWORK TV	5,130	9.6%	5,540	9.2%	6,144	9.2%	6,955	9.2%
SPOT TV	3,269	6.1%	3,746	6.2%	4,364	6.6%	4,827	6.4%
NAT. SYN	50	0.1%	75	0.1%	150	0.2%	300	0.4%
LOCAL TV	2,967	5.5%	3,368	5.6%	3,765	5.7%	4,345	5.7%
CABLE NETS	45	0.1%	100	0.2%	181	0.3%	282	0.4%
CABLE LOC.	8	0.0%	17	0.0%	32	0.0%	50	0.0%
RADIO								
TOTAL	3,702	6.9%	4,230	7.0%	4,670	7.0%	5,210	6.9%
NETWORK	183	0.3%	230	0.4%	255	0.4%	296	0.4%
SPOT	779	1.5%	879	1.5%	923	1.4%	1,038	1.4%
LOCAL	2,740	5.1%	3,121	5.1%	3,492	5.2%	3,876	5.1%
YELLOW PAGES								
TOTAL	2,900	5.4%	3,300	5.5%	3,800	5.7%	4,400	5.8%
NATIONAL	330	0.6%	380	0.6%	433	0.7%	489	0.6%
LOCAL	2,570	4.8%	2,920	4.9%	3,367	5.0%	3,911	5.2%
DIRECT MAIL	7,596	14.2%	8,944	14.8%	10,319	15.5%	11,795	15.6%
BUSINESS PAPER	1,674	3.1%	1,841	3.0%	1,876	2.8%	1,990	2.6%
OUTDOOR								
TOTAL	578	1.1%	650	1.1%	721	1.1%	794	1.0%
NATIONAL	364	0.7%	419	0.7%	465	0.7%	512	0.7%
LOCAL	214	0.4%	231	0.4%	256	0.4%	282	0.3%
MISCELLANEOUS								
TOTAL	7,558	14.2%	8,412	13.9%	9,006	13.5%	9,924	13.1%
NATIONAL	5,153	9.6%	5,798	9.6%	6,365	9.6%	6,911	9.1%
LOCAL	2,405	4.6%	2,614	4.3%	2,641	3.9%	3,013	4.0%
TOTAL								
NATIONAL	29,815	55.7%	33,890	56.1%	37,785	56.8%	42,525	56.1%
LOCAL	23,735	44.3%	26,540	43.9%	28,795	43.2%	33,325	43.9%
GRAND TOTAL	53,550	100.0%	60,430	100.0%	66,580	100.0%	75,850	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1976 $MILL.	1976 SHARE	1977 $MILL.	1977 SHARE	1978 $MILL.	1978 SHARE	1979 $MILL.	1979 SHARE
NEWSPAPERS								
TOTAL	9,618	28.9%	10,751	28.7%	12,214	28.2%	13,863	28.4%
NATIONAL	1,342	4.0%	1,472	3.9%	1,541	3.6%	1,770	3.6%
LOCAL	8,276	24.9%	9,279	24.8%	10,673	24.6%	12,093	24.8%
MAGAZINES								
TOTAL	1,789	5.4%	2,162	5.8%	2,597	6.0%	2,932	6.0%
WEEKLIES	748	2.2%	903	2.4%	1,158	2.7%	1,327	2.7%
WOMEN'S	457	1.4%	565	1.5%	672	1.6%	730	1.5%
MONTHLIES	584	1.8%	694	1.9%	767	1.7%	875	1.8%
FARM PUBLICATION	86	0.3%	90	0.2%	104	0.2%	120	0.2%
TELEVISION								
TOTAL	6,721	20.2%	7,612	20.3%	8,955	20.7%	10,154	20.8%
NETWORK TV	2,857	8.6%	3,460	9.2%	3,975	9.2%	4,599	9.4%
SPOT TV	2,154	6.5%	2,204	5.9%	2,607	6.0%	2,873	5.9%
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL TV	1,710	5.1%	1,948	5.2%	2,373	5.5%	2,682	5.5%
CABLE NETS	----	----	----	----	----	----	----	----
CABLE LOC.	----	----	----	----	----	----	----	----
RADIO								
TOTAL	2,330	7.0%	2,634	7.0%	3,052	7.0%	3,310	6.8%
NETWORK	105	0.3%	137	0.4%	147	0.3%	161	0.3%
SPOT	518	1.6%	546	1.5%	620	1.4%	665	1.4%
LOCAL	1,707	5.1%	1,951	5.1%	2,285	5.3%	2,484	5.1%
YELLOW PAGES								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
DIRECT MAIL	4,786	14.4%	5,164	13.8%	5,987	13.8%	6,653	13.6%
BUSINESS PAPER	1,035	3.1%	1,221	3.3%	1,400	3.2%	1,575	3.2%
OUTDOOR								
TOTAL	383	1.2%	418	1.1%	466	1.1%	540	1.1%
NATIONAL	252	0.8%	290	0.8%	307	0.7%	355	0.7%
LOCAL	131	0.4%	128	0.3%	159	0.4%	185	0.4%
MISCELLANEOUS *								
TOTAL	6,552	19.5%	7,388	19.8%	8,555	19.8%	9,633	19.9%
NATIONAL	3,431	10.3%	3,849	10.3%	4,435	10.2%	4,992	10.2%
LOCAL	3,121	9.2%	3,539	9.5%	4,120	9.6%	4,641	9.7%
TOTAL								
NATIONAL	18,355	55.1%	20,595	55.0%	23,720	54.7%	26,695	54.7%
LOCAL	14,945	44.9%	16,845	45.0%	19,610	45.3%	22,085	45.3%
GRAND TOTAL	33,300	100.0%	37,440	100.0%	43,330	100.0%	48,780	100.0%

Source : McCann-Erickson, Inc.
*** Miscellaneous includes Yellow Pages prior to 1980.**

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1972 $MILL.	1972 SHARE	1973 $MILL.	1973 SHARE	1974 $MILL.	1974 SHARE	1975 $MILL.	1975 SHARE
NEWSPAPERS								
TOTAL	6,938	29.9%	7,481	29.9%	7,842	29.5%	8,234	29.5%
NATIONAL	1,062	4.6%	1,049	4.2%	1,105	4.2%	1,109	4.0%
LOCAL	5,876	25.3%	6,432	25.7%	6,737	25.3%	7,125	25.5%
MAGAZINES								
TOTAL	1,440	6.2%	1,448	5.8%	1,504	5.6%	1,465	5.3%
WEEKLIES	610	2.6%	583	2.3%	630	2.4%	612	2.2%
WOMEN'S	368	1.6%	362	1.4%	372	1.4%	368	1.3%
MONTHLIES	462	2.0%	503	2.1%	502	1.8%	485	1.8%
FARM PUBLICATION	59	0.3%	65	0.3%	72	0.3%	74	0.3%
TELEVISION								
TOTAL	4,091	17.6%	4,460	17.9%	4,854	18.2%	5,263	18.9%
NETWORK TV	1,804	7.8%	1,968	7.9%	2,145	8.1%	2,306	8.3%
SPOT TV	1,318	5.7%	1,377	5.5%	1,497	5.6%	1,623	5.8%
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL TV	969	4.1%	1,115	4.5%	1,212	4.5%	1,334	4.8%
CABLE NETS	----	----	----	----	----	----	----	----
CABLE LOC.	----	----	----	----	----	----	----	----
RADIO								
TOTAL	1,612	6.9%	1,723	6.9%	1,837	6.9%	1,980	7.1%
NETWORK	74	0.3%	68	0.3%	69	0.3%	83	0.3%
SPOT	402	1.7%	400	1.6%	405	1.5%	436	1.6%
LOCAL	1,136	4.9%	1,255	5.0%	1,363	5.1%	1,461	5.2%
YELLOW PAGES								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
DIRECT MAIL	3,420	14.7%	3,698	14.8%	4,054	15.2%	4,124	14.8%
BUSINESS PAPER	781	3.4%	865	3.5%	900	3.4%	919	3.3%
OUTDOOR								
TOTAL	292	1.3%	308	1.2%	309	1.2%	335	1.2%
NATIONAL	192	0.8%	200	0.8%	203	0.8%	220	0.8%
LOCAL	100	0.5%	108	0.4%	106	0.4%	115	0.4%
MISCELLANEOUS *								
TOTAL	4,577	19.7%	4,932	19.7%	5,248	19.7%	5,506	19.6%
NATIONAL	2,428	10.5%	2,562	10.3%	2,746	10.3%	2,841	10.2%
LOCAL	2,149	9.2%	2,370	9.4%	2,502	9.4%	2,665	9.4%
TOTAL								
NATIONAL	12,980	55.9%	13,700	54.8%	14,700	55.2%	15,200	54.5%
LOCAL	10,230	44.1%	11,280	45.2%	11,920	44.8%	12,700	45.5%
GRAND TOTAL	23,210	100.0%	24,980	100.0%	26,620	100.0%	27,900	100.0%

Source : McCann-Erickson, Inc.
*** Miscellaneous includes Yellow Pages prior to 1980.**

TOTAL ADVERTISING VOLUME IN THE UNITED STATES (IN MILLIONS)

MEDIUM	1964	1965	1966	1967	1968	1969	1970	1971
NEWSPAPERS								
TOTAL	4,120	4,426	4,865	4,910	5,232	5,714	5,704	6,16
NATIONAL	773	784	887	846	889	943	891	97
LOCAL	3,347	3,642	3,978	4,064	4,343	4,771	4,813	5,19
MAGAZINES								
TOTAL	1,074	1,161	1,254	1,245	1,283	1,344	1,292	1,37
WEEKLIES	583	610	658	651	657	662	617	62
WOMEN'S	231	269	280	282	284	308	301	34
MONTHLIES	260	282	316	312	342	374	374	40
FARM PUBLICATION	66	71	70	68	68	64	62	5
TELEVISION								
TOTAL	2,289	2,515	2,823	2,909	3,231	3,585	3,596	3,53
NETWORK TV	1,132	1,237	1,393	1,455	1,523	1,678	1,658	1,59
SPOT TV	806	892	988	988	1,131	1,253	1,234	1,14
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL TV	351	386	442	466	577	654	704	79
CABLE NETS	----	----	----	----	----	----	----	----
CABLE LOC.	----	----	----	----	----	----	----	----
RADIO								
TOTAL	846	917	1,010	1,048	1,190	1,264	1,308	1,44
NETWORK	59	60	63	64	63	59	56	6
SPOT	256	275	308	314	360	368	371	39
LOCAL	531	582	639	670	767	837	881	98
YELLOW PAGES								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
DIRECT MAIL	2,184	2,324	2,461	2,488	2,612	2,670	2,766	3,06
BUSINESS PAPER	623	671	712	707	714	752	740	72
OUTDOOR								
TOTAL	175	180	178	191	208	213	234	26
NATIONAL	117	120	118	126	137	138	154	17
LOCAL	58	60	60	65	71	75	80	8
MISCELLANEOUS *								
TOTAL	2,773	2,985	3,257	3,304	3,552	3,814	3,848	4,07
NATIONAL	1,630	1,745	1,896	1,909	2,020	2,131	2,126	2,20
LOCAL	1,143	1,240	1,361	1,395	1,532	1,683	1,722	1,87
TOTAL								
NATIONAL	8,720	9,340	10,150	10,210	10,800	11,400	11,350	11,75
LOCAL	5,430	5,910	6,480	6,660	7,290	8,020	8,200	8,94
GRAND TOTAL	14,150	15,250	16,630	16,870	18,090	19,420	19,550	20,70

Source : McCann-Erickson, Inc.
*** Miscellaneous includes Yellow Pages prior to 1980.**

TOTAL ADVERTISING VOLUME IN THE UNITED STATES (IN MILLIONS)

MEDIUM	1956	1957	1958	1959	1960	1961	1962	1963
NEWSPAPERS								
TOTAL	3,223	3,268	3,176	3,526	3,681	3,601	3,659	3,780
NATIONAL	754	768	724	773	778	744	722	702
LOCAL	2,469	2,500	2,452	2,753	2,903	2,857	2,937	3,078
MAGAZINES								
TOTAL	758	777	734	832	909	895	942	1,002
WEEKLIES	440	451	425	479	525	508	519	540
WOMEN'S	166	165	151	168	184	187	200	218
MONTHLIES	152	161	158	185	200	200	223	244
FARM PUBLICATION	73	71	67	71	66	62	65	66
TELEVISION								
TOTAL	1,225	1,286	1,387	1,529	1,627	1,691	1,897	2,032
NETWORK TV	643	690	742	776	820	887	976	1,025
SPOT TV	329	352	397	486	527	548	629	698
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL TV	253	244	248	267	280	256	292	309
CABLE NETS	----	----	----	----	----	----	----	----
CABLE LOC.	----	----	----	----	----	----	----	----
RADIO								
TOTAL	567	618	620	656	693	683	736	789
NETWORK	60	63	58	44	43	43	46	56
SPOT	161	187	190	206	222	220	233	243
LOCAL	346	368	372	406	428	420	457	490
YELLOW PAGES								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
DIRECT MAIL	1,419	1,471	1,589	1,688	1,830	1,850	1,933	2,078
BUSINESS PAPER	496	568	525	569	609	578	597	615
OUTDOOR								
TOTAL	201	199	192	193	203	180	171	171
NATIONAL	136	134	130	130	137	122	115	115
LOCAL	65	65	62	63	66	58	56	56
MISCELLANEOUS *								
TOTAL	1,948	2,012	2,020	2,206	2,342	2,320	2,430	2,567
NATIONAL	1,111	1,169	1,184	1,280	1,364	1,366	1,437	1,520
LOCAL	837	843	836	926	978	954	993	1,047
TOTAL								
NATIONAL	5,940	6,250	6,340	6,855	7,305	7,315	7,695	8,120
LOCAL	3,970	4,020	3,970	4,415	4,655	4,545	4,735	4,980
GRAND TOTAL	9,910	10,270	10,310	11,270	11,960	11,860	12,430	13,100

Source : McCann-Erickson, Inc.
*** Miscellaneous includes Yellow Pages prior to 1980.**